

County Snapshot

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Imperial County is located in the southeast corner of the state. It is bordered on the west by San Diego County, on the north by Riverside County, on the east by the Colorado River, which forms the Arizona boundary, and on the south by Mexico.

By the year 2020, population in Imperial County is expected to reach 298,700, a substantial increase of 93 percent over the current population.

The 1999 annual average statistics show the civilian labor force to be 55,800 with an unemployment rate of 23.2 percent, significantly higher than the state's rate of 5.2 percent. In fact, Imperial County has the highest unemployment rate in the state. The high rate is due, in part, to marked seasonal fluctuations in employment which are characteristic of the county's agricultural and tourism based economy.

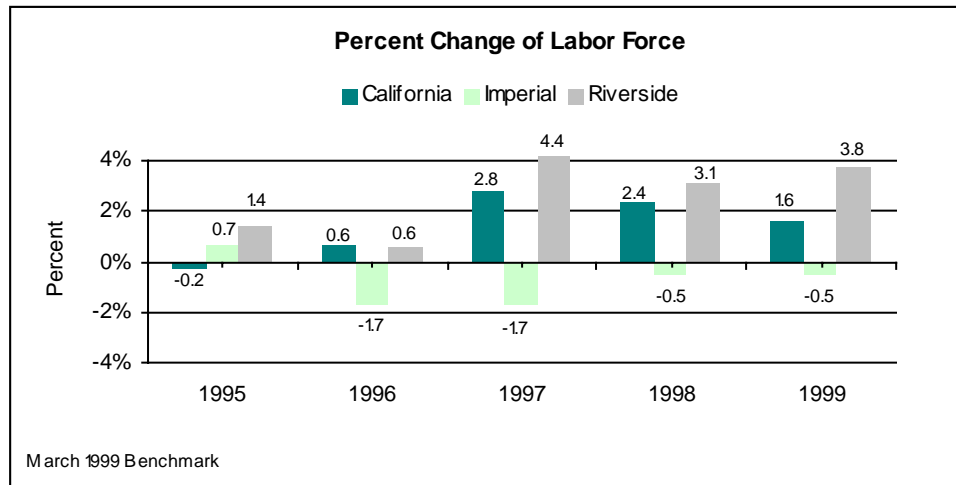
About one-fifth of Imperial County is irrigated for agricultural purposes, most notably the central area known as the Imperial Valley, and agriculture is the dominant industry in the county. In 1999, it accounted for over 30 percent of all employment. Government, also a significant industry, accounts for a little over 28 percent with a majority of the employment in local government. Retail trade makes up almost 15 percent of the total

Industry employment projections indicate that most of the future nonfarm wage and salary jobs will be in retail trade, services and government. Retail trade is projected to grow by 12 percent and services will grow by over 9 percent, with most of the growth in the business services sector. Government is projected to grow by almost 8 percent.

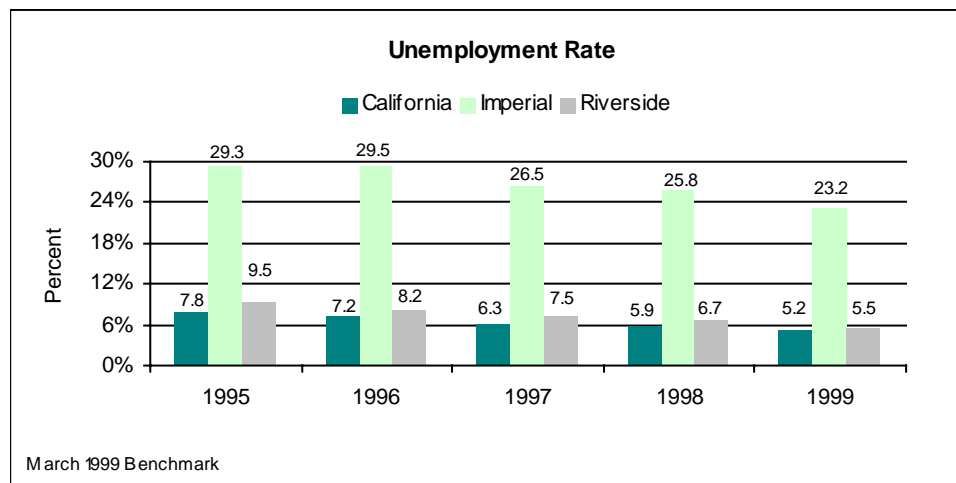
While there has been no recorded growth in the civilian labor force in Imperial County in recent years, there has been growth in nonfarm wage and salary employment and the unemployment rate has been declining.

LABOR FORCE

Imperial County recorded declines in the civilian labor force in four out of the last five years. The county is making an effort to diversify from an agricultural-based economy to a service-based economy, which will include manufacturing and technology services.

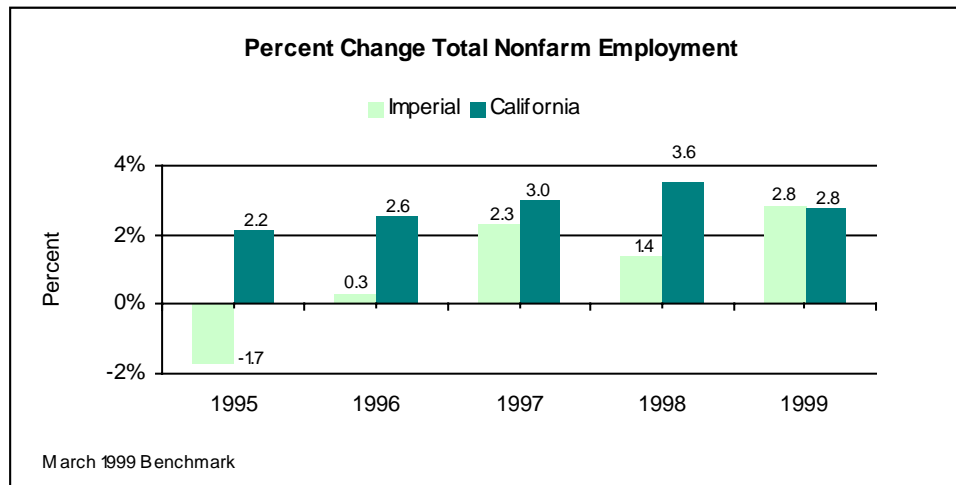


Although Imperial County's annual average unemployment rate is the highest in the state, the 1999 recorded rate was down 6.3 percentage points from a high of 29.5 percent recorded in 1996 to 23.2 percent in 1999. Neighboring Riverside County recorded declining rates over the years 1995 to 1999.

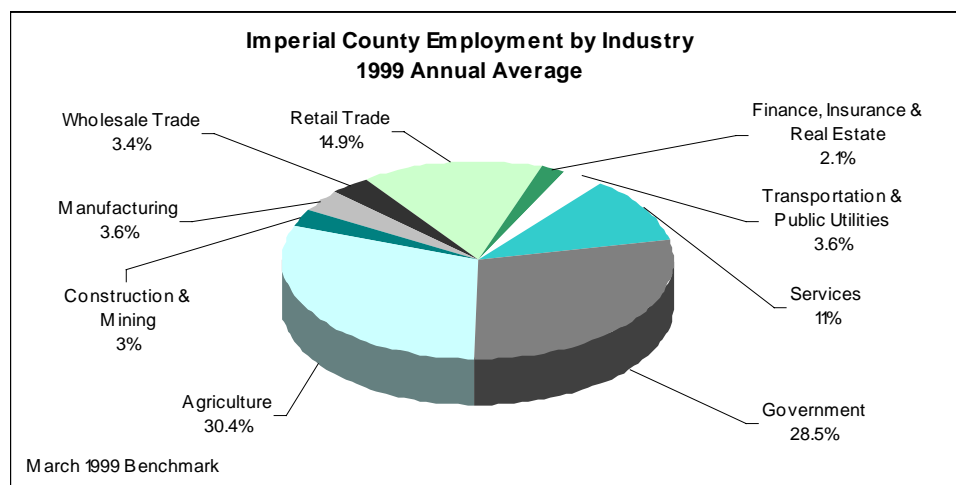


INDUSTRY EMPLOYMENT

From 1995 to 1999, Imperial County had cumulative growth in nonfarm wage and salary employment of 2,400 jobs or 7.1 percent. The greatest growth, 3.6 percent, was recorded in 1998 and was due, in part, to gains in local government. In 1999, the county's rate of growth mirrored the state's rate at 2.8 percent.



In 1999, agriculture, government and retail trade dominated Imperial County's employment. Projections in nonfarm employment indicate that by 2004, almost 70 percent of the job growth will be in the retail trade, services and government industry divisions.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Imperial County is projected to have employment opportunities in the high turnover occupations.

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| Associated Occupations | RETAIL TRADE 1997 – 2004 Projected Growth 12.0% |
| | Salespersons, Retail – 270 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$6.62 |
| | Cashiers – 160 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$5.84 |
| | First-Line Supervisor / Manager Sales – 60 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$11.64 |
| | Food Preparation Workers – 40 job openings. Perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment, and utensils. Short-term on-the-job training. Median Hourly Wage - \$6.12 |
| | General Managers, Top Executives – 30 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$28.13 |
| Associated Occupations | SERVICES 1997 – 2004 Projected Growth 9.3% |
| | Janitors, Cleaners-Except Maids – 120 job openings. Keep buildings in clean and orderly condition; perform heavy cleaning duties such as operating motor driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. Short-term on-the-job training. Median Hourly Wage - \$7.68 |
| | Registered Nurses – 40 job openings. Provide direct bedside care and assist physicians with examinations, chart the conditions of patients, give medication, and administer treatment as ordered by the doctor. May supervise auxiliary nursing personnel. Associate Degree. Median Hourly Wage - \$18.95 |
| | First-Line Supervisor / Manager, Clerical ADM SUP – 30 job openings. Directly supervise and coordinate activities of clerical and administrative support workers. Managers / Supervisors are generally found in smaller establishments where they perform both supervisory and management functions. Work Experience. Median Hourly Wage - \$15.36 |
| | General Managers, Top Executives – 20 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$28.13 |
| | Counter And Rental Clerks – 20 job openings. Receive orders for services, such as rentals, repairs, dry-cleaning, and storage. May compute cost and accept payment. Short-term on-the-job training. Median Hourly Wage - \$5.71 |
| Associated Occupations | GOVERNMENT 1997 – 2004 Projected Growth 7.9% |
| | Correction Officers, Jailers – 140 job openings. Guard inmates in penal or rehabilitative institutions in accordance with established regulations and procedures. May guard prisoners in transit. Long-term on-the-job training. Median Hourly Wage - \$20.01 |
| | Police Patrol Officers – 60 job openings. Maintain order, enforce laws and ordinances, protect life and property in an assigned patrol district or beat. Patrol on foot or in a vehicle; investigate accidents; apprehend, arrest and process prisoners; and give evidence in court. Long-term on-the-job training. Median Hourly Wage - \$18.22 |
| | Recreation Workers – 30 job openings. Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Bachelor's Degree. Median Hourly Wage - \$8.03 |
| | Postal Mail Carriers – 30 job openings. Sort mail for delivery. Deliver mail on established route by vehicle or on foot. Short-term on-the-job training. Median Hourly Wage - \$17.03 |
| | Maintenance Repairers, General Utility – 30 job openings. Perform work involving two or more maintenance skills to keep the machines, mechanical equipment, and/or structure of an establishment in repair. Long-term on-the-job training. Median Hourly Wage - \$11.57 |

This **County Snapshot** is a product of:
State of California
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Labor Market Information Division
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